



Copywriter

Closing date: 10am on Thursday 14th July 2022

Application Pack Copywriter

Who we are

World Land Trust (WLT) is an international conservation charity that helps to protect the world's most biologically significant and threatened habitats, acre by acre.

As the pioneers of the Buy an Acre approach, we have spent more than 30 years raising funds for local people to secure and protect the land they know best in America, Africa, Asia and beyond. With over 2,400,000 acres protected and over 2,000,000 native trees funded to date, our ambition is now to drive this conservation action at scale – more acres and more species protected in this make-or-break decade for biodiversity and climate.

Job Summary

The Copywriter will have the opportunity to use their passion for the written word to make a tangible difference to the natural world. You will focus on bringing the work and impact of the organisation to life through storytelling with the vision of increasing our following and engage with our audience of dedicated supporters.

Like the climate and biodiversity crisis that World Land Trust is trying to tackle, we are at a pivotal point in our history. We want to demonstrate this with progressive and engaging communications that allow us to deliver our vision of protecting the world's most threatened habitats and species for the future. To do this, it's important that we cut through the noise in a crowded space.

We want to be more visible, even more engaging, but most importantly, we want to communicate our ambition through our story telling. It's our aspiration to double our impact over a five-year strategy period, and it's imperative that we have high quality, engaging and relevant communications that match this bold ambition.

We're happy to talk flexible working, from day one.

Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.



WLT will always approach every situation in a positive way to find and communicate solutions, operating and communicating with honesty, remaining focused on our mission, and working in a supportive way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

Application Pack

Job Description

Copywriter

Reporting To: Communications Project Manager

Job Purpose

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Main duties and responsibilities

- Write inspiring and engaging content for both printed and digital channels.
- Working across teams and with stakeholders, identify, develop, and create stories from WLT's partners to demonstrate the impact of our work.
- Build strong relationships with WLT's partners around the world, becoming familiar with their initiatives in order to effectively share their stories with a wide audience.
- Understand WLT's tone of voice and ensure that it is implemented in all our communications.
- Support the Communications Team with copy writing for seasonal campaigns and projects.
- Adapt existing copy for new formats and new audiences.
- Editing and proofreading of WLT communications outputs.
- Collaborate with internal and external stakeholders to deliver a coherent message across all channels.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

Application Pack Person Specification

Skills, Knowledge and Experience

- Proven ability to write compelling copy, targeting different audiences, and explaining complex issues in an accessible and exciting manner (essential)
- A good understanding of the different requirements of online and print communications (essential)
- Excellent editing, copy-editing, and proofreading skills (essential)
- Strong attention to detail, able to spot a typo a mile off (essential)
- Able to understand when less is more, or when more is key to success (essential)
- A creative thinker (essential)
- Capable of multi-tasking, and able to work under pressure to tight deadlines (essential)
- Strong relationship skills, able to engage and develop positive working relationships across a broad range of stakeholders (essential)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (essential)
- Good IT skills and comfortable with learning new software (essential)

Other

- Passionate about environmental issues and have some knowledge of the environmental sector (essential)

How to Apply

Please log your details and upload your CV and covering letter, which must state how you feel your skills and experience meet the requirements of the role, using the link below. In support of your application please upload examples of your written work that you are most proud of. Please note that applications will not be accepted without these documents.

<https://hr.breathehr.com/v/copywriter-24077>

If you have any questions not answered in this application pack, or you are having difficulty uploading your documents, please email Jobs@worldlandtrust.org. Please note that applications that do not include the documents referred to above will not be included in the shortlisting process.

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Interviews are expected to take place on Thursday 4th August 2022.

Application Pack Terms and Conditions

Duration of Contract: Open term contract

Probationary Period: Six months

Salary: £22000-£24000 pa depending on experience

Location: Our contractual place of work is at our offices in Halesworth, Suffolk, however we encourage conversations from the first day of employment around flexible and hybrid working in line with our discretionary Flexible Working Policy.

Hours of Work: Our full time hours are 35 hours per week. Our normal working days are Monday to Friday inclusive and we are open to discussions around preferences for how the hours are worked, dependent on the role requirements and availability within the team. Where compressed or part-time hours are worked, for example, our preference is for working days to include Tuesday to Thursday.

Notice period: One month following successful completion of probationary period.

Main Benefits:

- 33 days' annual holiday entitlement (including Bank Holidays) pro rata for part-time working hours. An additional day available each year to volunteer for a charity or community organisation of your choice.
- Group Personal Pension scheme with an employer's contribution of 5% and minimum employee contribution of 3%. Our default scheme invests in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our values as a charity, working for environmental protection. Contributions can be made through Pension Salary Exchange, subject to minimum earnings criteria.
- Group Life Assurance scheme, currently set at a benefit of 4 x basic salary.
- Employee Assistance Programme, including access to counselling and a wellbeing helpline.
- Annual appraisal and a Personal Development Plan to support growth and development within the role. Opportunities to develop wider skills in relation to first aid, wellbeing, and diversity and inclusion.
- Cycle to Work Scheme currently with Green Commute Initiative, a not-for-profit scheme provider.
- Eyecare vouchers for VDU users, which can be used in most High Street opticians.
- An in-house Green Team, open to all staff to join, which looks at environmental related issues in relation to our offices and work.